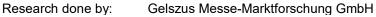


Title: f.re.e – The Fair for Leisure and Travel

Organiser: Messe München GmbH Venue: Munich, Germany Date: 22 – 26 February 2023





## Visitor Structure f.re.e – The Fair for Leisure and Travel 2023

Overall number of visitors: more than 160.000

Share of private visitors: 89% Share of trade visitors: 11%

Regional origin		Net household income	
Up to 50 km	56%	Less than 1500 €	9%
More than 50 up to 100 km	29%	1500 € up to less than 2500 €	17%
More than 100 up to 300 km	13%	2500 € up to less than 3500 €	17%
More than 300 km	2%	3500 € up to less than 4500 €	19%
	= 70	4500 € up to less than 6000 €	17%
Country		6000 € and more	23%
Germany	98%		_0 /0
Foreign countries	2%	Size of household	
	-70	1 person	18%
Gender		2 persons	48%
Male	50%	3 persons	15%
Female	51%	4 persons	13%
		5 and more persons	6%
Age		•	
Up to 20 years	9%	Frequency of visiting the fair	
More than 20 up to 30 years	22%	First-time visitor	39%
More than 30 up to 40 years	14%	Visitor of several times	40%
More than 40 up to 50 years	18%	Regular visitor	21%
More than 50 up to 60 years	20%		
More than 60 up to 70 Jahre	13%	Purchase or order activities	
More than 70 years	4%	Purchase or order at the fair	
		Yes	23%
Profession		Maybe	41%
Free lancer	11%	No	36%
Managing Director or similar	1%		
Head of Department or similar	2%	Follow-up business	
Head of Team	12%	Intention to make a purchase at a later date	
Lecturer / Teacher / Research associate	3%	Yes	21%
Other employee / Civil servant	35%	Maybe	67%
Trainee	4%	No	13%
Other professional position	7%		
Pupil / Student	9%		
House wife / House husband	3%		
Pensioner / Retired person	11%		
Other non professionals	2%	Rounding differences possible	

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